

White Paper:
Making the Most of Your Menu with Menu Engineering



Introduction

Quick. Think of four words to describe a menu. Chances are stars, dogs, plowhorses and puzzles aren't on your list. But those four simple terms can mean the difference between failure or success of a restaurant. They are the basic tenets of menu engineering — the science of making a menu more profitable or popular. Or more simply put, getting the most bang — money-wise — for your duck or chicken or any other menu item.

According to numerous studies, about 1-in-4 restaurants closes or changes ownership within the first year of business. In three years, the ratio increases to 3-in-5 or a 60 percent failure rate. The restaurant business is, indeed, a tough one. Hours are long and profit margins tend to be low. Owners are at the mercy of always-rising food costs, the state of the economy and ever-changing consumer tastes. Properly engineering and designing a menu builds a base to weather such storms, as well as continually maximizing profitability. It creates a powerful menu that adds dollars to the bottom line and acts as an internal billboard.

This white paper will explore the basics of menu engineering and offer a low-cost solution to make the most of your menu.



1035 Acorn Drive • Nashville, Tennessee 37210
Phone: 615-467-3143 • Fax: 775-942-4251 • www.uniquuest.com

Menu Engineering

Menu Engineering was developed by two Michigan State School of Hospitality professors — Dr. Michael Kasavana and Donald Smith — in the early 1980s. Today, their system has become widely accepted, used in restaurants across the country.

The goal of menu engineering is to maximize profits by subconsciously encouraging customers to select the menu items that make the most money and steering them away from less profitable dishes. A properly redesigned, engineered menu can improve sales an average of 2 to 10 percent, according to *Restaurants USA*. For an operation that brings in \$1 million annually, that amounts to an additional \$20,000 to \$100,000 per year. It also helps create a signature look that fits a restaurant.

The first step in menu engineering is determining the highest- and lowest-selling menu items, followed by figuring out which dishes are the most profitable. A matrix, using the following four categories, is then created to determine which items are driving sales and profitability.

Stars

Stars are menu items that not only are the most popular but also the most profitable. They are the moneymakers, so they should receive the best placement on a menu. They are often signature dishes.

Plowhorses

These are the dishes that sell well but are not highly profitable.

Puzzles

Puzzles are menu items that are the opposite of Plowhorses. They aren't popular but are highly profitable.

Dogs

Just like the name states, these menu items are “dogs” to get rid of. They are not in demand and their profit margins are minimal. These are the dishes restaurants should seriously consider deleting from the menu.

Establishing Popularity of a Dish

Determining a menu item's popularity can easily be established. Simply add up the number of items you offer and divide 1 by that sum to determine a percentage. For example, if you have 25 menu items, you would divide 1 by 25 (.04) to get average popularity. In this case, 4 percent. Any dish that represents more than 4 percent of sales would be considered popular.

Determining Profitability

Calculating the profitability of menu items is easy, as well. Subtract a dish's food cost from the menu price to get its contribution margin. Divide the sum of all the contribution margins by the number of menu items to get an average contribution margin. Anything above that number is “profitable” and a star or puzzle, depending upon its popularity.



1035 Acorn Drive • Nashville, Tennessee 37210
Phone: 615-467-3143 • Fax: 775-942-4251 • www.uniquet.com

Sample Popularity Worksheet

Dish	Percentage of Sales	Popularity
Cheese Ravioli	13%	High
Lasagna	11%	Low
Chicken Parmesan	9.75%	Low
Veal Marsala	14%	High
Fettuccine Alfredo	13%	High
Shrimp Scampi	14%	High
Cheesecake	11%	Low
Tiramisu	14.25%	High
Average Popularity		12.5%
(1/8 Menu Items = 12.5%)		

Sample Profitability Worksheet

Dish	Menu Price	Food Cost	Contribution Margin	Profitability Performance
Cheese Ravioli	\$10	\$4.50	\$5.50	Below Average
Lasagna	\$12.50	\$5	\$7.50	Profitable
Chicken Parmesan	\$14	\$6	\$8.00	Profitable
Veal Marsala	\$16	\$7.25	\$8.75	Profitable
Fettuccine Alfredo	\$12	\$3.10	\$8.90	Profitable
Shrimp Scampi	\$16	\$7.55	\$8.45	Profitable
Cheesecake	\$5	\$2	\$3.00	Below Average
Tiramisu	\$6	\$2.11	\$3.89	Below Average
Total			\$53.99	
Average Contribution Margin				\$6.75
(\$53.99/8 Menu Items = \$6.75)				



Sample Worksheet

Dishes	Profitability	Popularity	Classification
Cheese Ravioli	Below Average	High	Plowhorse
Lasagna	Profitable	Low	Puzzle
Chicken Parmesan	Profitable	Low	Puzzle
Veal Marsala	Profitable	High	Star
Fettuccine Alfredo	Profitable	High	Star
Shrimp Scampi	Profitable	High	Star
Cheesecake	Below Average	Low	Dog
Tiramisu	Below Average	High	Plowhorse

Solutions for Stars

High Profitability, High Popularity

1. They shine, so they deserve the best placement on your menu.
2. Keep them consistent, so your guests will continue to come back for more.
3. Sell more by encouraging waitstaff to offer them as table suggestions.

Solutions for Plowhorses

Low Profitability, High Popularity

1. The ultimate oxymoron, these dishes are always in demand but profitability is too low. Can you find a way to reduce the costs, like alternative products, without sacrificing taste or quality?
2. Since these dishes are popular, raising the price a bit may cover the extra costs.
3. Too large of a portion may be killing your profit margin. Are customers leaving a lot of these menu items on their plates? If yes, you may be serving too much. Consider reducing the portions.

Solutions for Puzzles

High Profitability, Low Popularity

1. The first step with Puzzles is to find out why they are not selling. Start with your customers. Get their feedback.
2. Is the dish too spicy? Inconsistent? Not a big enough portion? If yes, the recipes can easily be corrected and possibly turn these dishes into best sellers.
3. Check out where these items are placed on a menu. Do they get lost or are the descriptions boring?
4. Think about creating similar dishes with the same profit margin and give them a try.

Solutions for Dogs

Low Profitability, Low Popularity

1. If they're neither in demand or making money, consider dropping these dishes completely from your menu.
2. It's always a good idea to find out why these items aren't selling well, though, so as not to repeat the same mistakes in the future. Ask both customers and staff. Their answers may surprise you.



Quick Menu Tips

A menu should tell a customer what you want them to buy. The font you use, the size of print, boxes and shading are all elements that help you sell on a menu, along with the following guidelines.

Tuck your prices into paragraphs. This makes your customer read about your menu item and think less about the price.

Never use a dotted line to the price. This leads your customer right to the price and allows them to shop your menu. People will always look for the median price when price shopping your menu, driving them away from some of your most profitable items.

Don't use dollars signs. When you use a dollar sign, it equates more heavily in your customers' minds the cost of the menu item. If you don't use a dollar sign, they are less likely to focus on the price and more likely to focus on your menu item.

Don't be afraid to adjust your prices. Most customers will not remember what your price was compared to the restaurant down the street. If you offer great food and excellent service, your customers will keep coming back. Remember, a great restaurant is about the overall experience, not just the menu price.

Multi-use items. When looking over menu items, are there items a restaurant currently has on its menu that changed slightly would offer a higher perceived value? For example: Breaded Chicken Sandwich could be a "Buffalo Chicken Sandwich" simply by adding Buffalo sauce to the chicken. If a menu has shrimp, what about combining the shrimp and steak to make a Surf and Turf?

If you are pricing a menu item at \$7.25, why not get \$7.89 or \$7.95? You can even add a buck if you need to. Most customers do not see the difference in pricing.



Menu Eye Flow

How your customers read your menu is important to where you place your menu items. It's also critical when it comes to highlighting profitable menu items. You need to position your best entrée items (Stars) where your customer's eye flow pattern takes them, to help you sell more items. Pop boxes should be as close as possible to where your eye flows throughout the menu

unigu^{est}

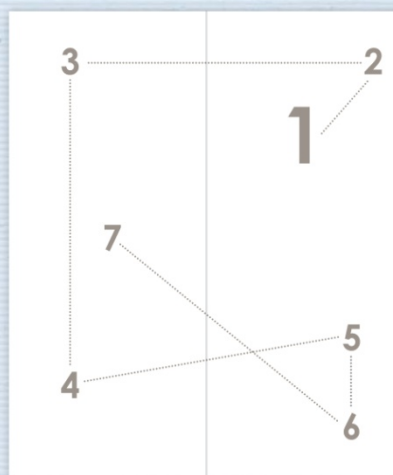
Menu **Engineer**

US FOODSERVICE
Your partner beyond the plate.™

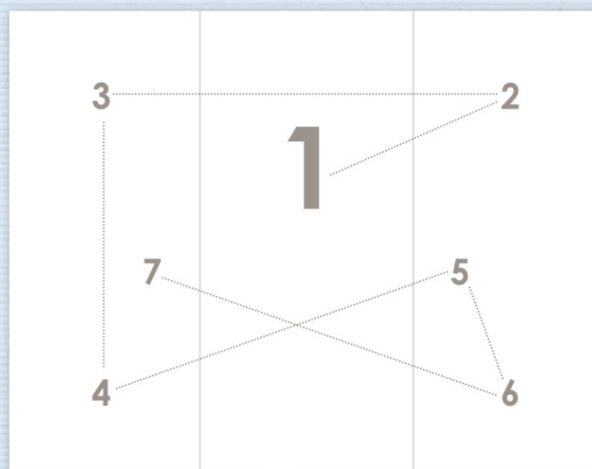
Consider eye scanning patterns for "strategic placement"



One Panel



Two Panel



Three Panel

1035 Acorn Drive, Nashville TN 37210
1.800.467.1218 | www.unigu^{est}.com/usfoods | Email: usfoods@unigu^{est}.com

unigu^{est}™

1035 Acorn Drive • Nashville, Tennessee 37210
Phone: 615-467-3143 • Fax: 775-942-4251 • www.unigu^{est}.com

Total Menu Engineering Solutions

An important part of creating a good menu is finding a great partner. Uniguest has more than 20 years of experience in menu engineering. Our Menu Services Program offers customers a low-cost, high-end menu solution. Uniguest will custom create and print menus uniquely designed for each customer, with a look and feel his/her restaurant deserves. We utilize the philosophy of menu engineering to construct menus that not only look great and don't cost a lot but are statistically created to increase the average spend of customers to increase sales.

Quick Turnaround: Menu design proofs are ready electronically in 5-10 days, dependent upon the complexity of the menu. (*Turnaround time is for design only and does not include menu engineering.*)

Lower Cost: Compare Uniguest's prices to your favorite local printer, and we are sure you will agree we can save you money. To prove it, if you find a lower quote, show us a copy and we will beat it.

Short Runs: Because Uniguest runs digital presses, a low quantity order is just as easy and cost effective as a longer run.

Quality: Uniguest only uses state-of-the-art digital presses to ensure the highest-quality menus.

Profits: Using the philosophy of menu design, all menus are designed and engineered to improve sales, by encouraging customers to purchase certain items and discouraging others. Ask about upgrading your menu by adding the menu engineering feature with your order.

Variety: We can produce menus in almost any format: laminated, plastic, coated, folded or for use with covers, to name a few.



1035 Acorn Drive • Nashville, Tennessee 37210
Phone: 615-467-3143 • Fax: 775-942-4251 • www.uniguest.com

Sample Menu Improvements

Before

APPETIZERS		CALDOS Y ENSALADAS Soups & Salads	
DIPS			
CHILE CON QUESO	5.25	CALDO DE RES	6.75
PICADILLO CON QUESO	6.25	TORTILLA SOUP	6.49
(Chile Con Queso and Ground Beef)		TACO SALAD	6.99
GRANDE DIP	7.25	Chicken or Beef Topped with Lettuce, Tomatoes, Cheese, Sour Cream and Guacamole	
(All Dips are Served with Queso Pasa, Pico de Gallo, Beans)			
QUESOS FLAMEADOS			
SHRIMP QUESO	7.99	FAJITA SALAD	7.99
(With Grilled Shrimp)		Grilled Steaks of Beefsteak or Chicken with Cheese and tomatoes, Plant-based or Beef of Most Steaks and Four Choice of Dressings	
FAJITA QUESO	7.99	POBLANO SALAD	7.99
(With Grilled Beef or Chicken)		SOUP COMBO	8.49
POBLANO QUESO	7.99	Served with: Tostitos Style, Pico de Gallo, Mexican Rice, and your choice of Fajita, Pasta, Guacamole, or Salad	
(All Quesos are Served with Monterey Jack Cheese)		CORB SALAD	8.25
QUESADILLAS			
BEEF & CHICKEN FAJITA	8.25	Mixed Lettuce, With Salsa, Avocado, Chopped Chicken & Green Onions, Blue Cheese, Eggs & Tomatoes	
SHRIMP	8.99	Available Dressings: Ranch, Blue Cheese, Honey Mustard, Italian, Japanese Ranch, Chipotle Ranch	
SPINACH & MUSHROOMS	7.49		
VEGETABLE	7.49		
(Walls with a Large Piece of Tortilla, Jack Cheese, Served with a Side of Guacamole, Sour Cream and Pico de Gallo)			
NACHOS			
BEAN & CHEESE	6.99		
GROUND BEEF	7.49		
FAJITA (BEEF OR CHICKEN)	8.25		
CHORIZO	6.99		
VEGETARIAN (BLACK BEANS)	6.99		
PIPA LOCO (No Fried Protein Items, With Beef or Chicken Fajita & Chile Con Queso)	7.99		
(All Toppings With Most Dishes & Served with a Side)			
NIÑOS PLATES (10 and Under)			
		CHOICE OF ENCHILADA, TACO, BUNCHINGA OR CHEESE QUESADILLA (Served with Rice and Beans)	3.49
		GRILLED CHEESE SANDWICH (Fries)	3.49
		BEAN AND CHEESE NACHOS	3.49
		FISH STICKS (Fries)	3.49
		HAMBURGER (Fries)	3.49
		CHICKEN TENDERS (Fries) (Adult Serving and \$2.00)	3.49
BEBIDAS // DRINKS			
		Soft Drinks	1.85
		Jamitos	1.85
		Ice Tea, Coffee or Hot Tea	1.85
		Milk	1.85
		Orange Juice	2.25
		Mojacha	2.25
A 15 % Gratuity Will be Added to Your Bill for Parties over 8 Persons			

Rio Grande Cantina	
AWARD WINNING MARGARITAS <small>(There is a Fee Margerita Dishes, Served per person)</small>	
NO GRANDE MARGARITA	Small 4.75 Pitcher 13.99
TOP SHELF MARGARITA <small>Made with Gold Tequila, Grand Gato, Orange Liqueur and Fresh Lime Juice Small 5.49 • Grande 8.25 • Pitcher 24.99</small>	
NO GRANDE FLAVORS <small>Frozen Margarita Mixed with Sangria, Strawberry Mango, Peach, Mango, Blue & Caramel Fruit Small 5.49 • Grande 8.25 • Pitcher 24.99</small>	
TRADITIONAL SANGRIAS STRAWBERRY MANGO PINK COLORED 5.25	
CERVEZA FRIA // ICE COLD BEER	
DOMESTIC BEER 3.25	IMPORTED/PREMIUM BEER 4.25
Miller Lite, Miller Genuine Draft, Bud Light, Schlitz, Coors Light	Pfizer, Dos Equis Lager, Dos Equis Amber, Corona, Beck's, Carlsberg
DRAFT BEER	
Grande 5.99	Pitcher 9.25
HOUSE MIXED DRINKS	
Mexican Martini 9.99	Long Island Ice Tea 7.99
Well Drinks 4.75	Cold Drinks 6.50
WINES BY THE GLASS	
Martini 4.50	Cabernet Sauvignon 4.50
	White Zinfandel 4.50
	Sangria 4.50

After



Rio Grande Cantina	
AWARD WINNING MARGARITAS <small>(There is a Fee Margerita Dishes, Served per person)</small>	
NO GRANDE MARGARITA	Small 4.75 • Grande 7.25 • Pitcher 13.99
TOP SHELF MARGARITA <small>Made with Gold Tequila, Grand Gato, Orange Liqueur and Fresh Lime Juice Small 5.49 • Grande 8.25 • Pitcher 24.99</small>	
NO GRANDE FLAVORS <small>Frozen Margarita Mixed with Sangria, Strawberry Mango, Peach, Mango, Blue & Caramel Fruit Small 5.49 • Grande 8.25 • Pitcher 24.99</small>	
TRADITIONAL SANGRIAS STRAWBERRY MANGO PINK COLORED 5.25	
CERVEZA FRIA // ICE COLD BEER	
DOMESTIC BEER 3.25	IMPORTED/PREMIUM BEER 4.25
Miller Lite, Miller Genuine Draft, Bud Light, Schlitz, Coors Light	Pfizer, Dos Equis Lager, Dos Equis Amber, Corona, Beck's, Carlsberg
DRAFT BEER	
GRANDE 5.99	PITCHER 9.25
HOUSE MIXED DRINKS	
Mexican Martini 9.99	Long Island Ice Tea 7.99
Well Drinks 4.75	Cold Drinks 6.50
WINES BY THE GLASS	
Martini 4.50	Cabernet Sauvignon 4.50
	White Zinfandel 4.50
	Sangria 4.50

uniquet™

1035 Acorn Drive • Nashville, Tennessee 37210
Phone: 615-467-3143 • Fax: 775-942-4251 • www.uniquet.com

#1s Irish Tradition
 Our drink, we serve melted,
 an entire place is ours,
 to help a friend to socialize by,
 that one, we'll be there too.

J. Murphy's
 Irish Pub & Grille

www.jmurphys.com

J. Murphy's
Irish Pub & Grille

An Irish Tradition
*Our name has never changed,
 our name always will.
 It keeps us proud to stand together for
 what more can be better than...*

WWW.JMURPHYS.COM

<p>and sandwiches are made with you in mind so it's just great when you can't eat any of our ingredients or have dietary issues. If you wish to eat vegetarian, we can make you a veggie burger or veggie wrap. We also have a variety of other options for those with allergies. We have a dedicated allergen menu that lists all the allergens in our food. We also have a dedicated allergen menu that lists all the allergens in our food.</p>	
<p>Dabbler Philly 7.00</p> <p>Grilled mushroom cheese sandwich with grilled onions.</p>	<p>Vegetarian Classic Wrap 7.00</p> <p>Tomato, tomato, onion & shredded cheese sandwich in a french dressing. Wrapped in a flour tortilla.</p>
<p>Reuben Melt 8.00</p> <p>Prime aged beef bread with melted mushrooms, pick cheese and onion served on a roll.</p>	<p>Chicken Caesar Classic Wrap 7.00</p> <p>Grilled chicken, tomato, melted pick cheese, shredded mushrooms, onion tossed in our creamy caesar dressing.</p>
<p>Traditional Reuben 8.00</p> <p>Hearty deli corned beef topped with a melted cheese bread with a bun with a side of fries.</p>	<p>Salmon Classic Wrap 7.00</p> <p>Grilled salmon, tomato, pick cheese, shredded mushrooms, onion tossed in our creamy caesar dressing.</p>
<p>Crispy Pork Tenderloin 10.00</p> <p>Grilled pork tenderloin that has a golden crust is served on a bun with a side of fries.</p>	<p>Ham Classic Wrap 7.00</p> <p>Thin sliced ham, tomato, pick cheese, shredded mushrooms, onion tossed in our creamy caesar dressing.</p>
<p>Sourdough BLT 7.00</p> <p>The traditional BLT made with smoked ham, cheddar & onion, lettuce & tomato.</p>	<p>Turkey Classic Wrap 8.00</p> <p>Thin sliced turkey, tomato, pick cheese, shredded mushrooms, onion tossed in our creamy caesar dressing.</p>
<p>O'Malley's Tuna Melt 7.00</p> <p>Hearty melt with tuna, cheddar & onion, lettuce & tomato.</p>	<p>It's Roasted Turkey Club 8.00</p> <p>Grilled roast turkey, tomato, pick cheese, lettuce, tomato & cheddar cheese served on whole wheat bread in a side of fries.</p>
<p>Triple Grilled Cheese 7.00</p> <p>Three slices of bread with melted cheese, tomato, onion & mushrooms. Add bacon for 2.00.</p>	<p>French Dip 7.00</p> <p>Thin sliced beef topped with melted cheese, tomato, onion & mushrooms. Add bacon for 2.00.</p>
<p>Grilled Chili Dog 6.00</p> <p>One hot chili dog, smothered with a generous spread of hot sauce & topped with cheddar cheese & onion.</p>	<p>Ham O'Cheese 7.00</p> <p>Hearty melt with ham, cheddar cheese, tomato, onion & mushrooms.</p>
<p>Just Burgers & More</p>	
<p>A thoughtfully prepared & seasonal cheddar cheese on a fresh made bun served with lettuce, onion, tomato & pickles.</p>	
<p>The Pub* 6.00</p> <p>Just the best, grown & made in house.</p>	<p>Dabbler Veggie Burger 7.75</p> <p>A specialty grilled veggie burger.</p>
<p>Cheser Burger Cheese 7.00</p> <p>Grilled in American cheese.</p>	<p>Blue Moon Burger* 7.00</p> <p>Grilled in American cheese.</p>
<p>Just Bacon & Cheser Burger 7.00</p> <p>Just all the bacon with cheddar & American cheese.</p>	<p>Jack Burger* 7.00</p> <p>Grilled pepper, onion & mozzarella/paper jack cheese.</p>
<p>The Ranch Burger 7.00</p> <p>Grilled onion, mushrooms & Swiss.</p>	<p>Buffalo Burger 7.00</p> <p>Buffalo sauce, tomatoes & onion.</p>
<p>The Patty Melt* 7.00</p> <p>One hot melt with cheddar cheese & onion, lettuce & tomato.</p>	<p>Queso Burger 7.00</p> <p>Hot, spicy, tomatoes, & onion.</p>
<p>Streak and Chops</p>	
<p>All meals and chops served with a house salad, choice of potato, coleslaw, onion, tomato & pickles.</p>	
<p>Luncheon Ribeye 9.00</p> <p>A thin steak topped with our house salad & smothered with a house salad & smothered with a house salad.</p>	<p>Pub Chopped Steaks (Steak 12.00) 11.00</p> <p>A thin steak topped with our house salad & smothered with a house salad & smothered with a house salad.</p>
<p>Grilled Pork Chop 11.00</p> <p>Two medium pork chops grilled to perfection.</p>	<p>Murphy's Ribeye (Steak 12.00) 11.00</p> <p>A thin steak topped with our house salad & smothered with a house salad & smothered with a house salad.</p>
<p>Country Fried Steak 11.00</p> <p>One thick country fried steak with melted potato and prepared onion & tomato.</p>	<p>Bacon Wrapped Filet (Steak 12.00) 11.00</p> <p>One thick wrapped with onion & tomato.</p>
<p>Steak Tips (Steak 12.00) 11.00</p> <p>Steak tips topped with onion & tomato.</p>	

All items are available on credit card or by cash. Cash prices are by the full amount of the bill. All items are available on credit card or by cash. Cash prices are by the full amount of the bill. All items are available on credit card or by cash. Cash prices are by the full amount of the bill.

1035 Acorn Drive • Nashville, Tennessee 37210
Phone: 615-467-3143 • Fax: 775-942-4251 • www.uniquet.com

Before

Sandwich Menu

Chicken Fillet <i>Fried Chicken Breast with Mayonnaise, Lettuce & Tomato on Ciabatta bread</i>		\$4.85
Mesquite Chicken <i>A seasoned grilled Chicken breast with Mayonnaise, Lettuce & Tomato</i>		\$5.25
Philly Cheese Steak <i>Philly meat, grilled peppers & onions with Mayonnaise Lettuce, Tomato on Ciabatta bread</i>		\$6.95
Smoked Ham & Cheese <i>Smoked Ham & cheese on a ciabatta bread Ask for it pressed</i>		\$4.90
Bacon Lettuce & Tomato <i>Smoked Bacon Trimmed Lettuce With Ripe Tomatoes on toasted white bread</i>		\$3.00
Grilled Cheese <i>Easy to do on the grill with your choice of cheese, Yellow, White American or Pepper Jack cheese</i>		\$3.27
Cod Fish Po-Boy <i>A large piece of breaded and deep fried Cod fish garnished with tartar sauce, lettuce, & tomato</i>		\$5.12
Grouper Po-Boy <i>Deep fried grouper on Ciabatta bread garnished with Mayonnaise, Lettuce & Tomato</i>		\$6.26
Spicy Chicken <i>A Fried Chicken breast smothered in Texas Pete Hot Sauce garnished with mayonnaise, lettuce, tomato & onions on Ciabatta bread</i>		\$5.75
Bologna Sandwich <i>Old fashioned bologna on white bread with Mayonnaise Lettuce & Tomato (cold or deep fried)</i>		\$2.50

Side Order Menu

Hot Wings Bone in or Boneless	6-\$4.00 12-\$7.28 24-\$12.23	
French Fries		\$1.96
Chili Cheese Fries		\$3.28
Onion Rings		\$2.96
Potato Chips		\$1.10
Cole slaw		\$1.00
Cheese Sticks		\$3.95
Fried Mushrooms		\$4.97
Jalapeno Poppers		\$4.87
Chicken Fingers		\$4.95
Pint of Chili		\$5.75
Bowl of Chili (October thru May)		\$3.50

Salads Menu

Crisp Chicken	\$6.45
Mesquite Chicken	\$6.45

After

Sandwiches

Chicken Fillet
Fried chicken breast with mayonnaise, lettuce & tomato on ciabatta bread 4.85

Grouper Po-Boy
Deep fried grouper on ciabatta bread garnished with mayonnaise, lettuce & tomato 6.26

Philly Cheese Steak
Philly meat, grilled peppers & onions with mayonnaise lettuce, tomato on ciabatta bread 6.95

Smoked Ham & Cheese
Smoked ham & cheese on a ciabatta bread. Ask for it pressed 4.90

Bacon Lettuce & Tomato
Smoked bacon trimmed lettuce with ripe tomato on toasted white bread 3.00

Grilled Cheese
Easy to do on the grill with your choice of cheese, yellow, white American or pepper jack cheese 3.27

Cod Fish Po-Boy
A large piece of breaded and deep fried cod fish garnished with tartar sauce, lettuce, & tomato 5.12

Spicy Chicken
A fried chicken breast smothered in Texas pete hot sauce garnished with mayonnaise, lettuce, tomato & onions on ciabatta bread 5.75

Mesquite Chicken
A seasoned grilled chicken breast with mayonnaise, lettuce & tomato 5.75

Bologna Sandwich
Old fashioned bologna on white bread with mayonnaise lettuce & tomato (cold or deep fried) 2.50

Baja Style
Twilla-Breaded Cod
Cod fish lightly seasoned on ciabatta bread garnished with tartar sauce, lettuce & tomato 5.75

Maki Fish Sandwich
Garnished with tartar sauce, lettuce & tomato 5.75

uniquet™

1035 Acorn Drive • Nashville, Tennessee 37210
Phone: 615-467-3143 • Fax: 775-942-4251 • www.uniquet.com

Before

Los Lupes

In the Spring of 1972, Los Lupes Cafeteria opened its doors on the corner of Industrial and Cole. Los Lupes brings traditional Mexican food to Dallas. Authentic Mexican food is a lost concept held by few restaurants today because it is so difficult to prepare. The recipes used today have been passed down from our ancestors through three generations. In all three generations, there was a child named "Lupe". Hence, the "Los Lupes" (many Lupes). For over 30 years, Los Lupes has remained family owned and operated. The same methods and concepts begun then are used even today. One of these original concepts is the "All You Can Eat" Mexican Buffet. This original idea is often imitated, but in our eyes, never duplicated. Unlike large restaurant chains that prepare massive quantities of frozen food to serve during the week, Los Lupes' kitchen opens at 5a.m. and prepares everything from "scratch" every day to ensure the freshest quality for our customers. Los Lupes will continue to serve freshly prepared meals for many years to come. We thank you for the opportunity to provide a Great Dining Experience.

The Ramirez Family

Authentic Mexican Food Prepared Fresh Daily From Traditional Recipes

Take-out Available

LUNCH SPECIALS

10:30 a.m. - 3:00 p.m. • Monday - Friday • No Substitutions
Los Lupes / ONLY 10:30 - 3:00 P.M. Saturday

- 41. **BUFFET ALL-U-CAN-EAT** \$6.95
Chicken Enchiladas, rice, beans, beef tips, chile sauce, chicken tortas, beef burritos, tamales and more all day.
- 42. **ONE SOFT CHEESE TACO** \$4.99
Served with rice and beans.
- 43. **TWO CHEESE AND ONION ENCHILADAS** \$5.99
Served with rice and beans.
- 44. **TWO BEEF ENCHILADAS** \$5.99
Served with rice and beans.
- 45. **TWO SOUR CREAM CHICKEN ENCHILADAS** \$5.99
Served with rice and beans.
- 46. **ONE CHEESE AND ONION ENCHILADA AND ONE CRISPY BEEF TACO** \$6.50
Served with rice and beans.
- 47. **TWO CRISPY BEEF OR CHICKEN TACOS** \$6.50
Served with rice and beans.
- 48. **FLAUTA LUNCH SPECIAL** \$7.25
Two flautas chicken or beef served with rice, beans, guacamole and sour cream.
- 49. **FAJITA LUNCH SPECIAL** \$8.99
Smoker beef or chicken fajitas served with chile sauce, guacamole, sour cream, pico de gallo and flour tortillas.

BEBIDAS (Beverages)

MEX. BEV. \$1.75 Lg. \$2.50 (20 oz. Bottle) • Juice Bev. \$1.75 Lg. \$2.50 (20 oz. Bottle)
Coffee \$2.00 • Tea \$2.50 • Soft Drink \$2.50 • Child's Drink (12 oz. Under) \$1.50

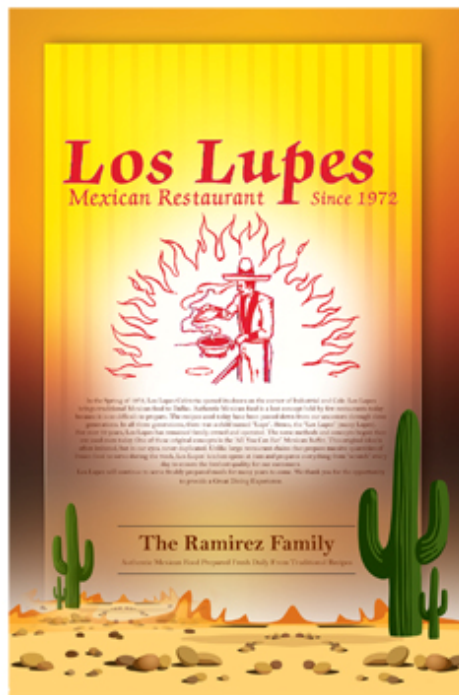
WELL'S • WINE • BEER • MARGARITAS
Refer To Bar Menu

(A 10% gratuity will be added for parties of 6 or more.)

NO CHECKS ACCEPTED

LOS LUPES 11015 LINDEN 11015 LINDEN 11015 LINDEN 11015 LINDEN 11015 LINDEN 11015 LINDEN 11015 LINDEN 11015 LINDEN
(214) 459-0725 (214) 459-0725 (214) 459-0725 (214) 459-0725 (214) 459-0725 (214) 459-0725 (214) 459-0725 (214) 459-0725
DALLAS, TX 75247 DALLAS, TX 75247 DALLAS, TX 75247 DALLAS, TX 75247 DALLAS, TX 75247 DALLAS, TX 75247 DALLAS, TX 75247 DALLAS, TX 75247

After



uniquet

1035 Acorn Drive • Nashville, Tennessee 37210
Phone: 615-467-3143 • Fax: 775-942-4251 • www.uniquet.com